

**ABSTRACT**

A system and method for generating and displaying customized electronic programming (EPG) data is described. One exemplary method includes the steps of retrieving a plurality of category preferences associated with a user; retrieving a list of displayable program indicators for each of the plurality of category preferences, wherein each of the program indicators included in the list of displayable program indicators is associated with a start time; retrieving program data for each of the program indicators included in the list of displayable program indicators; and providing the retrieved program data for display.